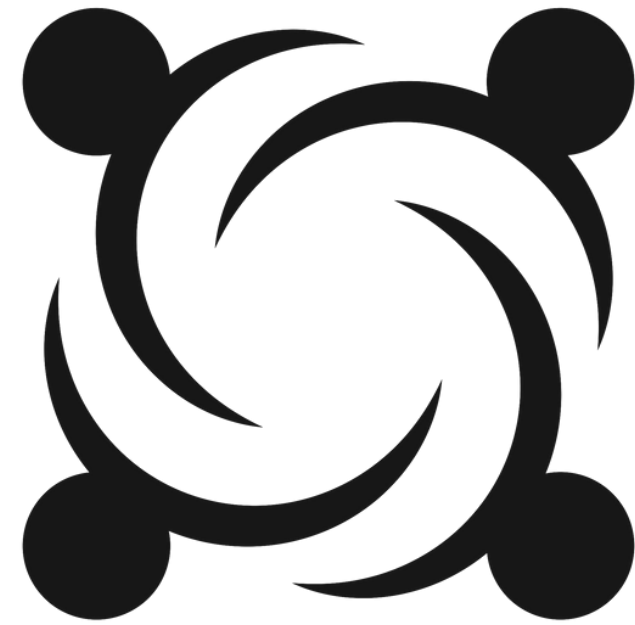


Change. It Starts With You. Today



#SocialMediaAccessAbilityForAll

SAKSHAM
~~dis~~ability



Alt Text - A graphic showing a person with a happy face in one hand and a sad face in another hand depicting that change begins with you. People behind the person can be seen cheering him/her on.

Story Of Change: Ria

Ria is in her first year of college. She is a person with blindness and started using her smartphone for reading and writing independently in her school. Using technology has always meant independence to her. From travelling by metro and using her SmartCane to navigate to going to the park with her friends, she enjoys the freedom it offers. She is excited about this new phase of her life and what all it has to offer. She is studying literature and hopes to write a novel one day. She is part of a Facebook Book Review Club where she posts articles on the latest books she's read regularly. Besides reading and writing, one of her favourite hobbies is to watch new films and documentaries on Netflix. She uses Audio-described format and often watches it along with her younger sister.

Can you think of any such stories from your life?

What role has social media or technology played in your stories?



Alt Text - A graphic showing Ria dressed up and using her SmartCane

Story Of Change: Nirmal



Alt Text - A graphic showing Nirmal looking happy and smiling

Nirmal is in her late 60s and is based in Bengaluru. She wasn't sure how life would be with her daughter moving to Delhi last November, but she has come to enjoy her time. She has joined a small club in her locality for computer classes and she is enjoying learning again. It seemed a bit difficult at first but through hits and misses she's learning it's not rocket science. She has WhatsApp and likes to get on a video call with her daughter. They even occasionally eat their meals together virtually. She is a bit nervous about her trip in March to Delhi because she'll be flying alone but she is also excited to see her daughter. Her favourite singer is Geeta Dutt and Nirmal often plays her songs on a Gaana app, humming along as she goes about her day.

Can you think of any such stories from your life?

What role has social media or technology played in your stories?

Making Every Conversation Accessible

Communication is a big part of our lives and one of the most important human rights. We all communicate every day – with our teachers, peers, governments, our families, even with our furry friends!

Social media has taken our communication even further, it has transformed the way you and I exchange information, discuss our ideas and has become such an intrinsic part of our lives that we don't even notice it anymore. Can you recall the last time you said a big "Hello" to your grandmother on a WhatsApp call? Or you laughed out loud because your best friend sent you a funny cat video? Our guess it was not that long ago.

It is of great importance that social media and information and communication is available to everyone so that we can all enjoy what it has to offer and utilize its potential. Unfortunately, many studies show that some groups who may have diverse needs do not get to enjoy social media or the communication it offers on an equal basis with others.



Alt Text - A boy and a girl sitting next to a big mobile phone as they exchange texts

Different Needs Call For Different Solutions

People with blindness who can't see often use their technology to read out what's written on their screen. But did you know unless you describe what the photo is about, the technology may not read anything out. Similarly, our grandparents may not be able to read texts properly because the text may be too small for them but a mobile phone can easily enlarge the text as much as they like, making the joke you shared with them easily readable.

These small changes and guidelines are what we call accessibility and can make the difference between someone receiving information and feeling included and someone feeling left out. Not sure if you understand what to do or don't know how to start making your communication accessible? We have you covered. Through this curriculum you can learn what these steps can do, how you can make sure the information and communication you share is accessible, and what you can do if you need any more tips or require more information.

Whether you are a person with disability, a government agency wanting to share news far and wide, an influencer wanting to make sure your content is enjoyable for all, or a young person communicating with your college friends, you'll find all the information you need in this curriculum.



Alt Text - A dictation software on a mobile

Become Agents Of Change

Once you go through this curriculum, you will:

- 01 Understand what assistive technology is and how digital accessibility can transform your simple text into information which can be read, heard, or seen by all
- 02 Know how to make your posts and content accessible for all
- 03 Learn how to ensure your photos and videos are enjoyable to all, including for people who cannot see or hear and who may use assistive devices for communication
- 04 Have a ready list of resources you can refer to for all your needs and know where to reach out for more support.

Are you ready to become agents of change? We are excited to be on this journey with you and can't wait to get started! Explore the tips and guidelines in this curriculum to see how you can play your part in making sure every conversation remains accessible and join us as we make social media a more inclusive and accessible space for all.



Alt Text - A boy and a girl giving a balloon to each other through their mobile screens